



City of Scottsdale PARKS AND RECREATION COMMISSION

Approved Summary Minutes

5:00 p.m., Wednesday, September 21, 2011
Rio Montana Park
11180 N. 132nd Street, Scottsdale, AZ

Present:

Chair Stan Koczka
Vice Chair Harry Schlegelmilch
Commissioner Robert Frost
Commissioner Anne Wurth
Commissioner Jeanne Alspaugh
(Arriving at 5:10 p.m.)

Absent:

Commissioner James Duchene
Commissioner Gene Dafoe

Staff Present:

Jan Cameron
Hugh McGill
Terry Erickson
Reed Pryor
Tim Barnard
(Arriving at 5:30 p.m.)
Keith Niederer
Jeff Cesaretti

John Loleit
Liz Hildenbrand
Kathleen Corea
Jessica Miller
Tracy Sosna
Michael Ruggiero
Lorelei Oien

1. CALL TO ORDER

Chair Koczka called the regular meeting to order Rio Montana Park at 5:02 p.m.

2. ROLL CALL

A formal roll call confirmed members present as stated above.

3. MOMENT OF SILENCE

Please note: These are summary action minutes only; to listen to this meeting in its entirety, please go to www.scottsdaleaz.gov, click on Mayor, Council, and Government, click on Boards and Commissions, click on Parks and Recreation Commission, click on Meeting Audios/Videos, go to Archived Videos (at the bottom) and click on the meeting you wish to listen to. Computers are available for public use at Scottsdale's public libraries.

4. APPROVAL OF THE MINUTES –

- a. Work Study Session, September 7, 2011
- b. Regular Meeting, September 7, 2011

Motion by Commissioner Frost to approve Work Study Session Summary Minutes from September 7, 2011; second by Vice Chair Schlegelmilch.

Vote: Work Study Session Summary Minutes approved unanimously with a vote of four (4) to zero (0). (Vote took place prior to Commissioner Alspaugh's arrival.)

Motion by Vice Chair Schlegelmilch to approve Regular Meeting Summary Minutes from September 7, 2011; second by Vice Chair Schlegelmilch.

Vote: Work Study Session Summary Minutes approved unanimously with a vote of four (4) to zero (0). (Vote took place prior to Commissioner Alspaugh's arrival.)

5. CELLULAR ANTENNA UPGRADE AT SCOTTSDALE STADIUM

Keith Niederer, Senior Planner, explained that the 3G antennas installed by AT&T in 2010 at Scottsdale Stadium on the light pole on the third base line were in need up an upgrade to 4G and that the San Francisco Giants were in agreement with the upgrade.

Motion by Commissioner Frost to accept cellular antenna upgrade at Scottsdale Stadium; second by Vice Chair Schlegelmilch.

Vote: Motion passed unanimously with a vote of four (4) to zero (0). (Vote took place prior to Commissioner Alspaugh's arrival.)

6. FRIENDS OF PINNACLE PEAK PARK PROPOSED SPONSORSHIP

John Loleit, Recreation Coordinator, Pinnacle Peak Park, introduced Paul Diefenderfer, Chair, Friends of Pinnacle Peak Park ("Friends"), who explained the sponsorship opportunity that the Friends would like to implement at Pinnacle Peak Park. The sponsorship opportunity consists of 2 ft. x 3 ft. educational displays that will be framed and posted on the columns of the ramada at Pinnacle Peak. The sponsorship will pay for the posters and frames, and the excess money will be used for the other things that the Friends does to support the Park. In the event there are more sponsors than ramada columns, the educational posters will be rotated among the six columns.

Motion by Commissioner Frost to approve Friends of Pinnacle Peak Park to seek sponsorships for their educational materials for Pinnacle Peak Park; second by Commissioner Alspaugh.

Vote: Motion passed unanimously with a vote of five (5) to zero (0).

7. LEISURE EDUCATION AND FACILITY BOOKING UPDATE

Liz Hildenbrand, Recreation Supervisor; Kathleen Corea, Assistant Recreation Coordinator; Jessica Miller, Assistant Recreation Coordinator; and Tracey Sosna, Assistant Recreation Coordinator, provided an update on programs, classes and facility rentals offered through the Leisure Education/Facility Booking Office. Ms. Hildenbrand's report included fee assistance programs, maintaining the software for the class system which also includes cash collections at various facilities and an increase of more than 7,900 accounts this year. Ms. Sosna's reported on the goals and mission statement of the leisure education programs, and possible reasons for the 5% increase in registration that Leisure Education is experiencing. Ms. Miller reported on tracking the statistics by zip code of where classes are being held, new classes that have been added over the past year and a revenue increase of 2.6% along with possible reasons. Ms. Corea reported on the facility booking office, a revenue increase of 33% in private rentals along with possible reasons, as well as an increase of 254% in the commercial fee category.

8. AFTERSCHOOL PROGRAM UPDATE

Jan Cameron, Parks and Recreation Director, and Hugh McGill, Parks and Recreation Manager, provided an update on the after school programs since the fee structure was implemented. At the peak of the program (prior to the fee implementation), there were over 1,000 children participating; currently there are 427 participants in the 9 programs. Possible reasons for the decline might include the economy, the bell change implemented by the Scottsdale Unified School District, charging a fee for a program that previously had been free, and the short time from the decision to charge a fee to the actual implementation. Currently, 90% of the direct costs of the program are being recovered, with further measures being taken to cover all the costs, as well as increase attendance.

The presentation was followed by questions and comments from the Commissioners, including:

- ▶ Current capacity for all nine locations for after school registrants is 750.
- ▶ Scholarship requests were much lower than anticipated.
- ▶ Attempt to understand the reason why enrollment is much lower this year, i.e., is it due to economics, an alternative program, or some other reason.
- ▶ Many comments given to staff were that the families were going to try to keep the children at home with an older sibling taking care of the younger ones, in part because there was no discount for families with multiple children; also, the registration was due at the same time that families were spending for back to school items. Staff has not seen a spike in non-city after school program registration.
- ▶ The Commission expressed disturbance about the idea that there were 500 kids at home that were in the after school program last year, and as a result, do not have access to getting exercise, learning about good nutrition, and getting their homework done.
- ▶ Look at ways to lower fees, offer sibling discounts, marketing/promote program.
- ▶ When will fundraising/scholarships/foundations/grants be coming back before the Parks and Recreation Commission? Typically, foundations are citizen driven as opposed to staff driven.
- ▶ Keep Commission apprised of meetings with City Council regarding the after school programs.

9. COMMISSIONER REPORT

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The commissioners gave updates on events and activities they have attended since the last commission meeting, including reports and announcement by Chairman Koczka, Commissioner Frost and Commissioner Alspaugh.

10. DIRECTOR'S REPORT OF CURRENT EVENTS (A.R.S. § 38-431.02(K))

Jan Cameron, Parks and Recreation Director, updated the Commission on the status of events and activities of the Parks and Recreation Department, including a letter of appreciation from a citizen, change of ownership at the Sanctuary golf course, overseeding of the Civic Center Mall, Youth and Family Services SIDNE events at middle and high schools, and Fall Festival on October 31st.

11. PUBLIC COMMENT

There were no public comments.

12. ADJOURNMENT

With no further business to discuss, the meeting adjourned at 6:30 p.m.

Respectfully submitted,
Lorelei Oien
Administrative Secretary

Meets established criteria,
Janice M. Cameron
Director, Parks and Recreation